



Retailer News

Volume 1, Issue 1

February 2004

The Possibilities are Endless

Welcome to the North Dakota Lottery, where the possibilities are endless.

It has been an exciting and challenging task for my office to develop and implement the North Dakota Lottery. To provide you with quality customer service, we have developed a lottery operation utilizing state-of-the-art satellite-based telecommunications equipment, touch-screen lottery terminals, and an advanced game management system.

There have been many milestones—from hiring staff and setting a launch date, to unveiling the lottery logo and selecting the retailer sites. Along the way, we have been ever mindful of implementing processes to make it as easy as possible to participate in the Lottery—both as a retailer and a player.

Thank you for joining the North Dakota Lottery as we make history. On March 25, you can start selling tickets.

Wayne Stenehjem
Attorney General

INSIDE THIS ISSUE:

Lottery Advertising	2
Lottery Staff	2
Lottery Advisory Board	2
PowerBall	3
Installation of Terminals	4
Point of Sale Items	4
Ceremonial Launch Sites	5

Lottery Advertising

The Lottery's advertising agency, H2M—located in Fargo—is developing various point-of-sale promotional items and game brochures for retailers. H2M is also creating a media advertising campaign, including a pre-launch “teaser.”

Retailers may use their own advertising materials to promote the sale of lottery tickets, but those materials must first be approved by the Lottery.

Beginning next week, lottery terminals will be delivered. The terminal is the same bright red as the Lottery's logo and the “Powerball.” Retailers will also receive interior display signs.

The next Lottery newsletter will contain information about launch activities, and will reach you before the March 25th launch.

Lottery Staff

The Lottery Division consists of these seven individuals who are able provide you with assistance on a variety of subjects:

Chuck Keller, Director

Jessica Shaw, Receptionist

Julie Thompson, Security Officer

Danielle Schaefer, Administrative Assistant

Barb Masset, Accountant/Budget Specialist

Eileen Walsh, Sales and Marketing Specialist

Tammy Backhaus, Customer Service Specialist

If you have questions or concerns relating to the lottery, don't hesitate to call us.

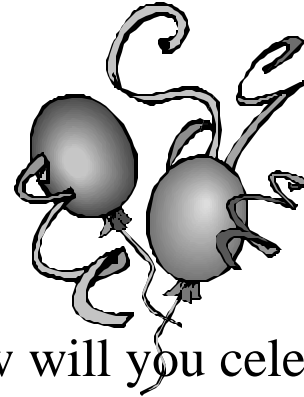
1-877-NDLOTTO (635-6886)

328-1574 (local)

Advisory Board

Attorney General Wayne Stenehjem has asked the Lottery to create an informal advisory board, representing different types and sizes of retailers from across our state. This board would meet periodically, and make recommendations on issues and policy that would be in the best interest of our lottery industry. The Lottery and Lottery Advisory Commission will consider these recommendations.

If you are interested in serving on the board, please contact Tammy Backhaus, Customer Service Specialist, North Dakota Lottery, at 1-877-NDLOTTO (635-6886) or 328-1574 **by March 8, 2004.**



How will you celebrate?

The North Dakota Lottery would like to know what types of promotional activities you are planning for the launch date.

Please call Tammy Backhaus at 1-877-NDLOTTO (635-6886) and let her know of your plans. We may be able to help you.



On March 25th, North Dakota will become the 25th state to play the "Powerball" game.

*Players can win 9
different ways*

Jackpot!

About 1/3 of the gross ticket sales is pooled together by the participating states to form the jackpot prize. Every Wednesday and Saturday night at 9:59 p.m. Central Standard Time, the Multi-State Lottery Association (MUSL) conducts the drawing—five white balls out of a drum containing 53 balls and one red ball out of a drum containing 42 red balls. Players can win a prize 9 different ways.

The jackpot prize is won by matching all five white balls in any order and the red Powerball. The jackpot prize is paid out on either an annuitized basis over 29 years (30 payments) or a lump sum payment. A winning player has up to 60 days from the date the prize is claimed to decide whether to take the cash or annuity option.

The second largest prize is \$100,000 cash, by matching five white balls in any

order. Any time a player matches the red Powerball, the player wins. The odds of winning any prize in the game are about 1 in 36.

A Powerball ticket is only \$1, but there is a very exciting option in the game. For only \$1 more per play, the player can add the "Power Play" option—and a chance to multiply the prizes by 2, 3, 4, or 5 times the original prize amount (for all prizes except the jackpot prize).

When the Powerball numbers are drawn, the Power Play wheel is spun to determine the winning number, 2 through 5. Based on probabilities, there is a greater chance that the number 5 will be selected than any of the other 3 numbers. Many state lotteries have found this portion of the game to be very popular with players.

Always ask players if they would like the Power Play option. By doing so, you will double your commission by doubling the sale.

Double the fun AND your
commission— sell the "Power
Play" option

For more information on the 9 Ways to Win, visit our website at

<http://www.ndlottery.org/Games/Games.htm>

Installation of Lottery Terminals

The Lottery launch is fast approaching, and there is a lot to finish in the next few weeks. The biggest changes are for retailers. Here's what you can expect.

Scientific Games - the provider of the Lottery terminal and communications system - will ship the terminals via UPS for delivery between February 27 and March 12. Please tell your employees to expect and sign for the delivery. The box is clearly labeled.



Good things come in large packages, too. Inside this box is a lottery terminal.

If the terminal is not delivered by March 13, 2004, contact Scientific Games' Help Desk at 1-866-719-2699.

You will also receive a box containing ticket stock. Both boxes must be kept, unopened, in a secure location until the technician arrives to install the terminal. Scientific Games will begin the installation process on March 1st. Technicians carry photo ID and should ask permission to begin installation.

Technicians will simultaneously install an interior

digital scrolling sign near the terminal and a fluorescent Lottery logo sign for the main window. Installation of both signs takes about 1 hour and requires two standard electrical outlets.

The technician will show you how to operate the terminal and explain how to issue tickets, print reports, and other sales and marketing techniques. If you are not available at the time of installation, the technician will reschedule the training session. Training must be completed before selling any tickets.

The Lottery is holding special training sessions for chain stores between February 26 and March 5. The sessions are being held in Bismarck, Devils Lake, Mandan, Williston, Minot, Grand Forks, West Fargo and Fargo. For more information, contact the Lottery at 1-877-NDLOTTO (635-6886) or 328-1574.

Point-of-Sale Items

The Lottery will provide each retailer with promotional items including:

- Powerball, Powerball Power Play, and Gambling brochures, with a brochure holder;
- Erasable "Jackpot" and winning draw numbers sign, danglers, and "jackpot" stickers

Later, the Lottery will also provide brochures for the new games of Hot Lotto and Wild Card 2.

If you are interested in obtaining a portable remote electronic ticket checker or play station, please contact the Lottery.

Ceremonial Celebration Launch Sites

People throughout the state are anticipating the Lottery, and reporters are eager to tell the story. The North Dakota Lottery will hold ceremonial celebration launches in Bismarck, Fargo, Grand Forks, Minot, Dickinson, and Williston. One store will be selected at random to host the celebration and sell the first lottery ticket in each city.

Simply complete the application form (below) and submit it to the Lottery **before March 3rd** for a chance to make history. Selected stores will be notified on March 2nd.

The Lottery is
selecting
ceremonial launch
sites—your store
could be one of
them!

Celebration Launch Site Application

To be completed by store owner or manager.

Store Name: _____

Location: _____

Name and Title of person completing form _____

1. What activities and displays do you have planned for the Lottery Launch on March 25?
2. Will you be at the store on March 25th and available for media interviews?
3. Is there enough space inside your store for 25 people and TV cameras?
4. Fargo Retailers Only: Do you have available indoor space to show new Lottery commercials and accommodate the arrival of the Lottery's mascot, "Lady Luck?"

Return completed form to:

Eileen Walsh, North Dakota Lottery, 600 E. Boulevard Avenue, Department 125, Bismarck ND 58505,
or via fax to: (701) 328-1580.



Office of Attorney General
Lottery Division
600 East Boulevard Avenue
Dept. 125
Bismarck, ND 58505-0040

(701) 328-1574
1-877-NDLOTTO (635-6886)
FAX (701) 328-1580

We're on the web:

www.ndlottery.org
